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push

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(1) In [client/server applications](#), to send data to a [client](#) without the client requesting it. The [World Wide Web](#) is based on a *pull* technology where the client browser must request a [Web page](#) before it is sent. [Broadcast media](#), on the other hand, are push technologies because they send information out regardless of whether anyone is tuned in.

Increasingly, companies are using the [Internet](#) to deliver information push-style. Probably the oldest and most widely used push technology is [e-mail](#). This is a push technology because you receive mail whether you ask for it or not -- that is, the sender *pushes* the message to the receiver.

(2) In [programming](#), to place a [data item](#) onto a [stack](#). The opposite of push is [pop](#), which means to remove an [object](#) from a stack.

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